

## Mvix Executive selected as contributing author to Digital Signage Industry Educational platform: 'The Guide to Dynamic Digital Communication'

Sterling, VA. June 25, 2013 – Mvix is excited to announce its association with digital signage industry's marketing and educational program called 'The Guide to Dynamic Digital Communication' ([The Guide!](#)) and are proud that Ross McClymonds, Mvix's VP of Global Sales, was invited to participate as an expert contributing author, focusing on "The Role of the [Digital Signage Media Player](#)."

*"The digital Signage industry is very difficult to keep up with! The type of features, functionality, trends, and best practices are constantly changing. The Guide! provides an unbiased tool that can assist any organization with understanding the Digital Signage Industry. It provides a comprehensive guide to a successful Digital Signage project,"* said Ross McClymonds.



In such a fast growing industry, being able to research and make quick and accurate decisions allows organizations to improve the ROI on any digital signage project. The Guide!, spans across 1,000+ pages, containing over 1,200 images and video's, hundreds of case studies and extensive reading options. It is an encyclopaedia of digital signage.

Mark Morahan, the Editor of 'The Guide!' states: *'Real growth will only come by educating the end-users of the benefits of what our industry has to offer, providing end -users with inspiration and advice without the sales pitch.'*



With recent releases of new products like, [Xhibit Media Player / XhibitSignage](#), [BrandSignage](#), and [SignageTemplates](#), Mvix has led the growth and innovation curve in the digital signage industry. *"Being an expert contributing author in The Guide! validates the vision of Mvix's team. It cements Mvix's position as a market leader and an authoritative voice within the Digital Signage Hardware and Software industry. The value of The Guide! to any company across all verticals is priceless,"* said Ross.

To learn more about 'The Guide to Dynamic Digital Communication' please visit [www.tgddc.com](http://www.tgddc.com). For more information about Mvix's digital signage solutions, visit [www.mvixdigitalsignage.com/](http://www.mvixdigitalsignage.com/); [www.brandsignage.com](http://www.brandsignage.com), or [www.SignageTemplates.com](http://www.SignageTemplates.com).

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## About Mvix:

Founded in 2005, Mvix is the market leader in hi-definition digital signage hardware and software systems, video-wall appliances, interactive digital kiosk systems, hard disk-based HTPCs, portable media-centers, and Content Management Systems (CMS) that are applicable across many vertical markets including foodservice, hospitality, corporate offices, healthcare, real estate, and manufacturing among others. Mvix comprises a team of hardware and software engineers and AV experts who build and support COTS and custom solutions for commercial clients. Mvix's commitment to delivering innovative offerings continues to put the company at the forefront of digital signage industry.

Since its inception, Mvix's commitment to delivering innovative solutions has put the company at the forefront of the digital display system and digital entertainment industries. In 2012, the company was honored on the prestigious Inc. 5000 List of Fastest Growing Companies in America. Read more about Mvix Digital Signage Systems: <http://www.mvixdigitalsignage.com/>.

